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THIS BOOK

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- Drinking & Nightlife
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- Shopping

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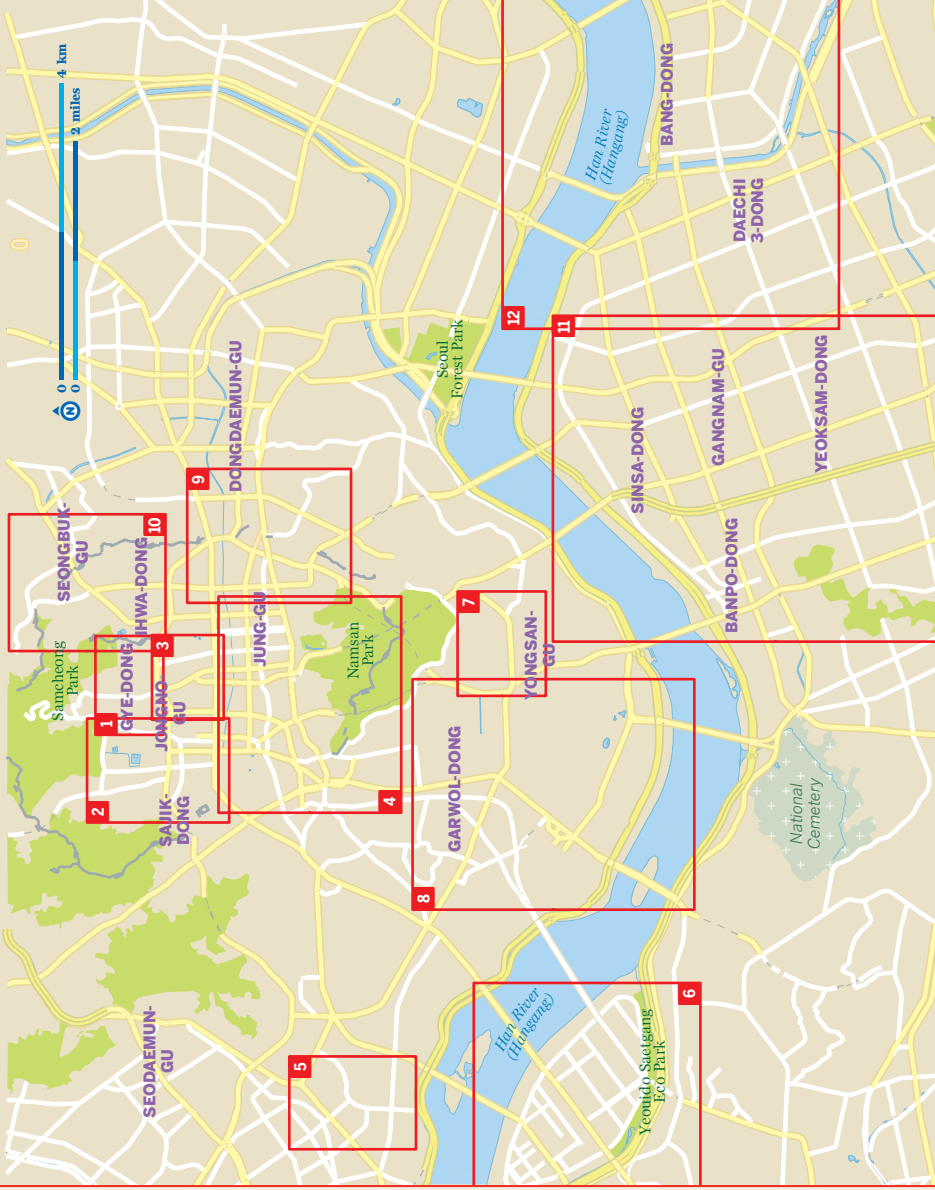
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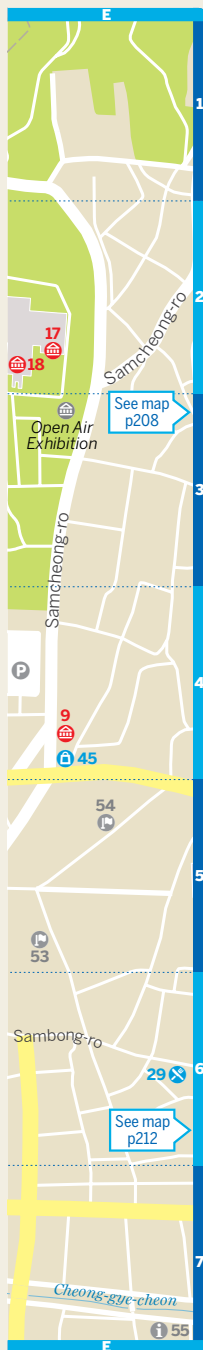
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- 58 Seoul Express Bus Station B4





Our Story

A beat-up old car, a few dollars in the pocket and a sense of adventure. In 1972 that's all Tony and Maureen Wheeler needed for the trip of a lifetime – across Europe and Asia overland to Australia. It took several months, and at the end – broke but inspired – they sat at their kitchen table writing and stapling together their first travel guide, *Across Asia on the Cheap*. Within a week they'd sold 1500 copies. Lonely Planet was born.

Today, Lonely Planet has offices in Franklin, London, Melbourne, Oakland, Beijing and Delhi, with more than 600 staff and writers. We share Tony's belief that 'a great guidebook should do three things: inform, educate and amuse'.

Our Writers



Trent Holden

Coordinating Author; Myeong-dong & Jung-gu; Itaewon & Around; Gangnam & South of the Han River; Dongdaemun & Eastern Seoul; Day Trips; Sleeping Having covered the length of the peninsula on other writing assignments – including a piece on the North for BBC Travel – this is Trent's first gig working on the Seoul book for Lonely Planet. He had the not so shabby task of checking out its stunning mix of Joseon-era and modern architecture, world-

class museums and galleries, countless bars and way too much good food. Trent has written 20-odd books for Lonely Planet, covering mainly Asia and Africa titles. You can catch him on twitter @hombreholden.



Simon Richmond

Gwanghwamun & Jongno-gu; Western Seoul; Northern Seoul; Sleeping UK-born writer and photographer Simon first coordinated Lonely Planet's Korea guide in 2009 when he explored Seoul and its surroundings over several weeks. He liked the place so much that his next visit, to update the 7th edition of *Seoul*, saw him spend over two months living in Seoul and getting to know it even better. For this edition, Simon covered central, northern and western

areas of Seoul; he also hiked around the old city walls on a beautiful spring day and had an enjoyable but messy time learning to make *magkeolli*. Follow him on Twitter, Instagram and at www.simonrichmond.com.

Read more about Simon at:
<http://auth.lonelyplanet.com/profiles/simonrichmond>

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